

Community Needs and Resources

Baystate Noble

January 2023

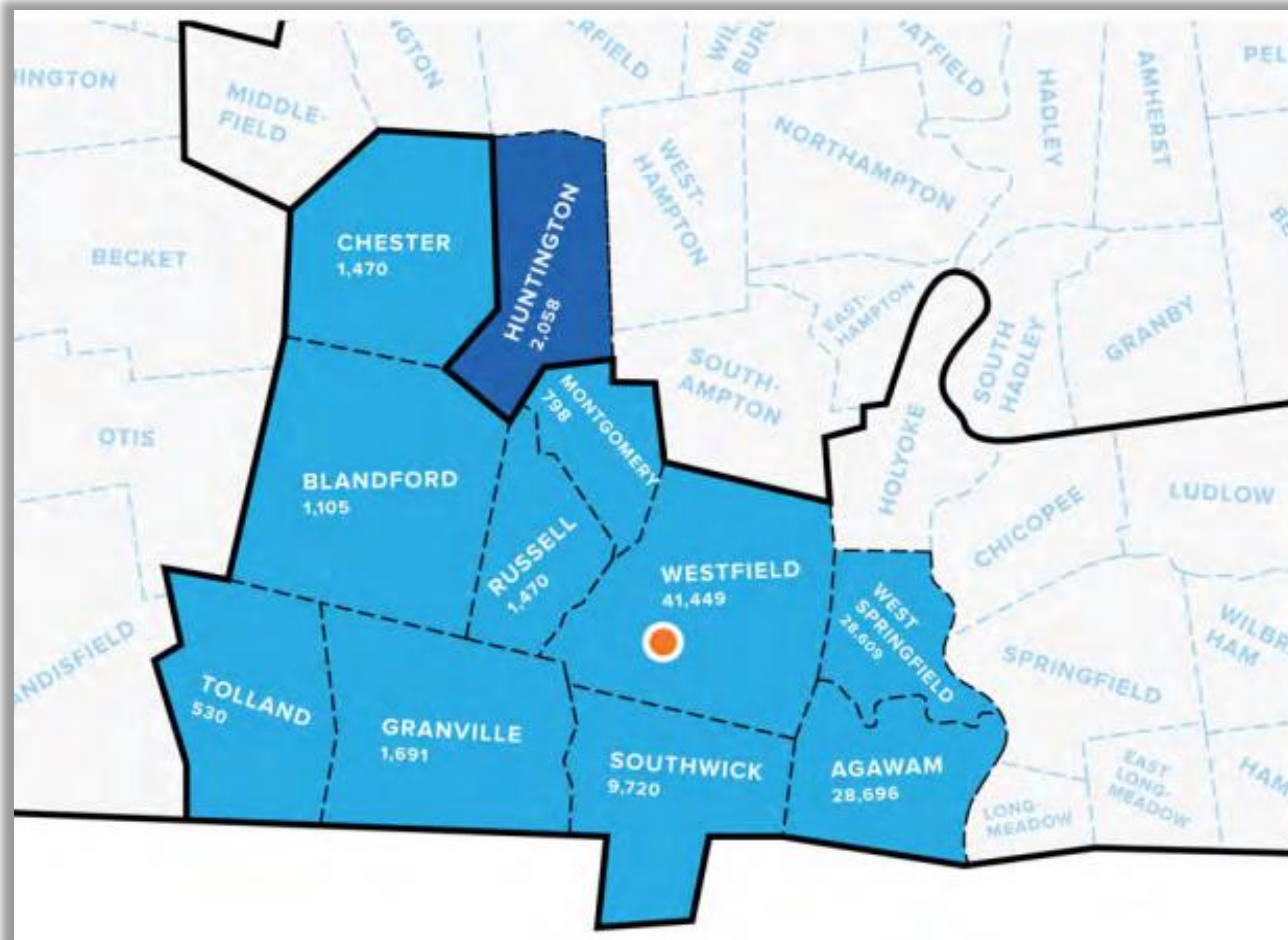


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PARTNERS FOR HEALTH EQUITY



413CARES
Connecting People With Resources

Baystate Noble Hospital Service Area



Hampden County

- Agawam
- Blandford
- Chester
- Granville
- Montgomery
- Russell
- Southwick
- Tolland
- Westfield
- West Springfield

Hampshire County

- Huntington

Baystate Noble Profile

Census Data

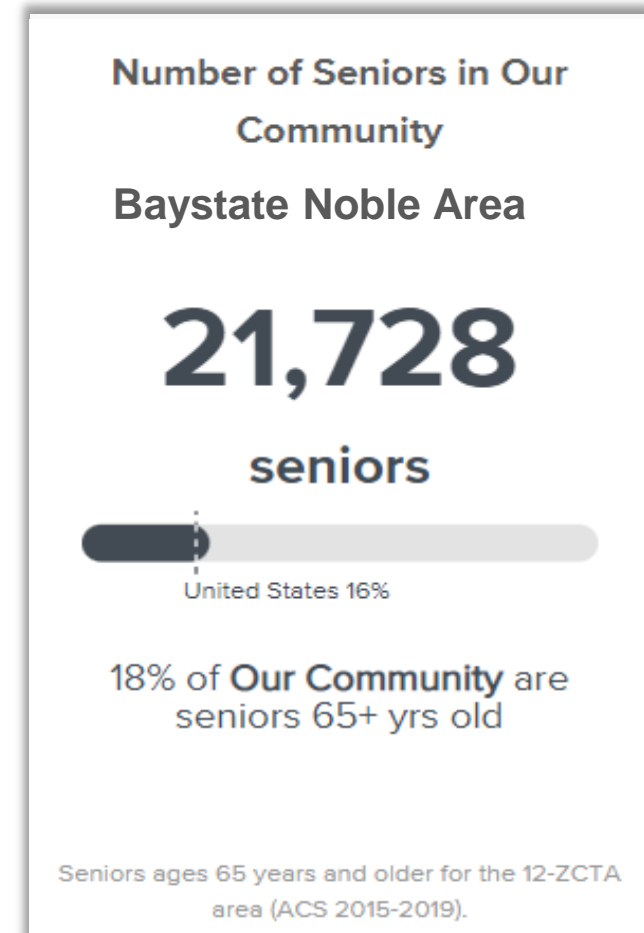
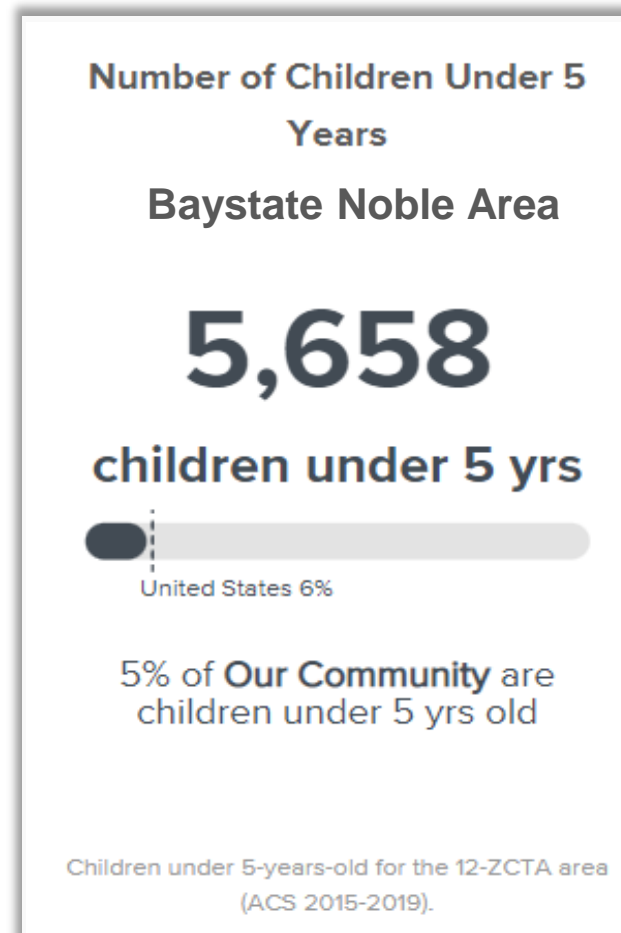
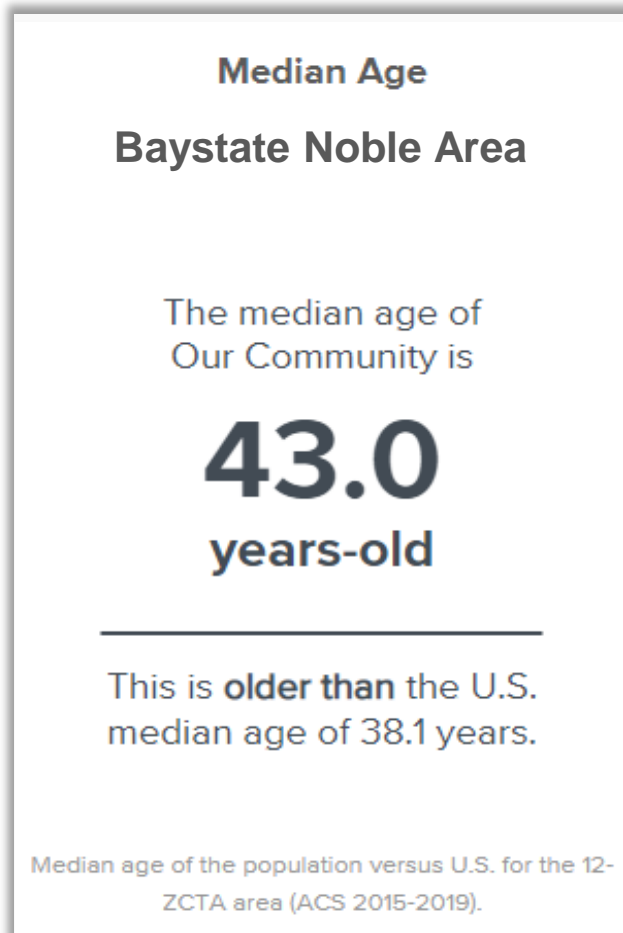


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Census Data: Age

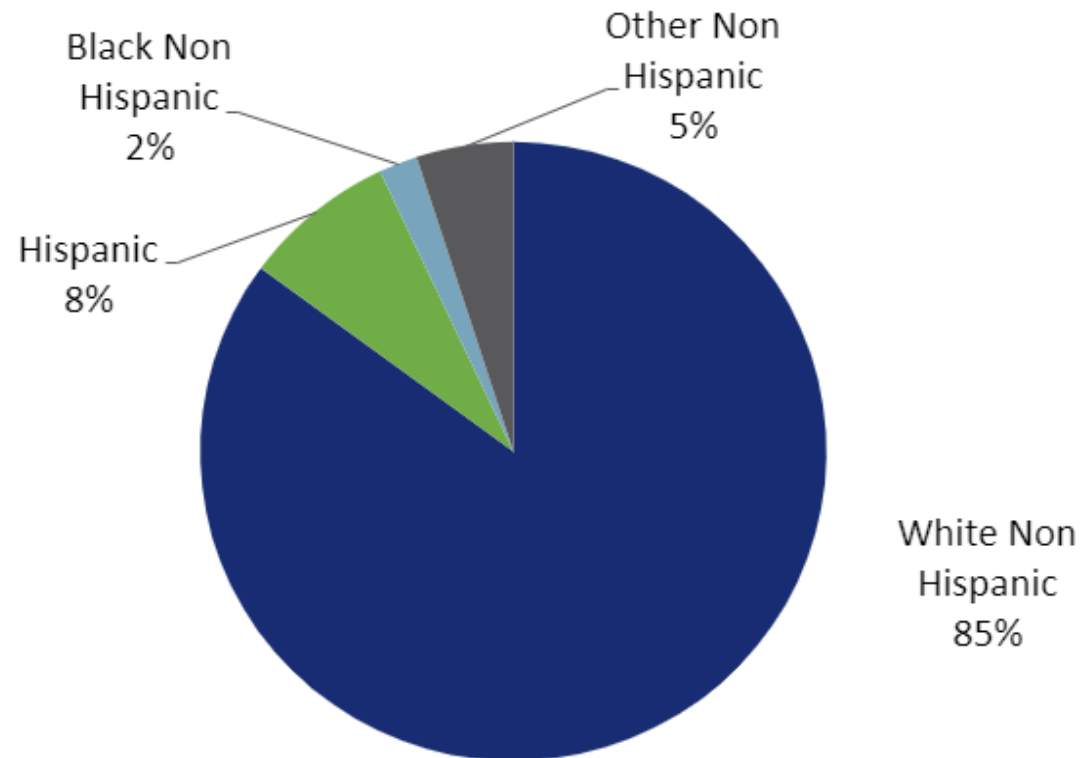


Total Population: 117,736



Census: Race & Ethnicity

Race & Ethnicity in Noble Area



Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

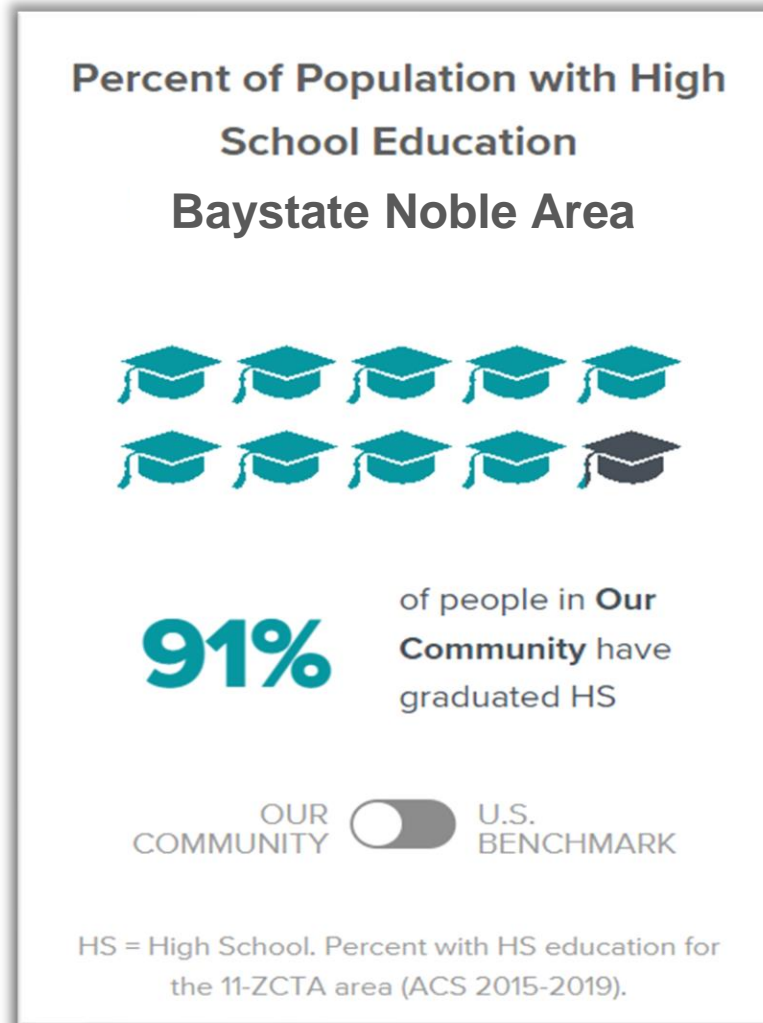
Census Data: Language

Top 10 Languages Spoken in Noble Area



85% speak
English only

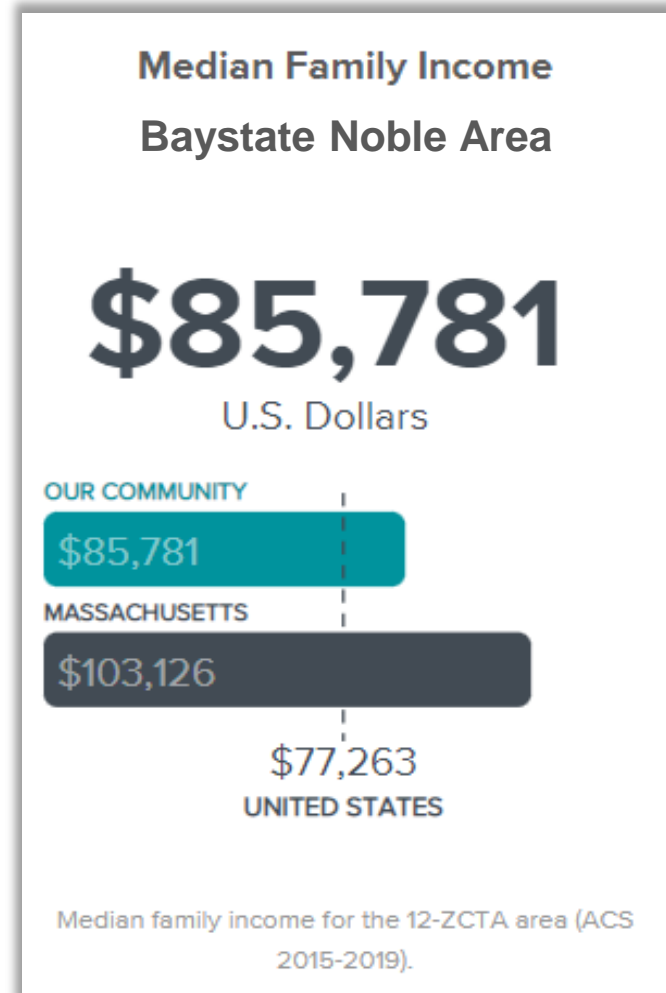
Census Data: Education



compared to **88%**
of US population

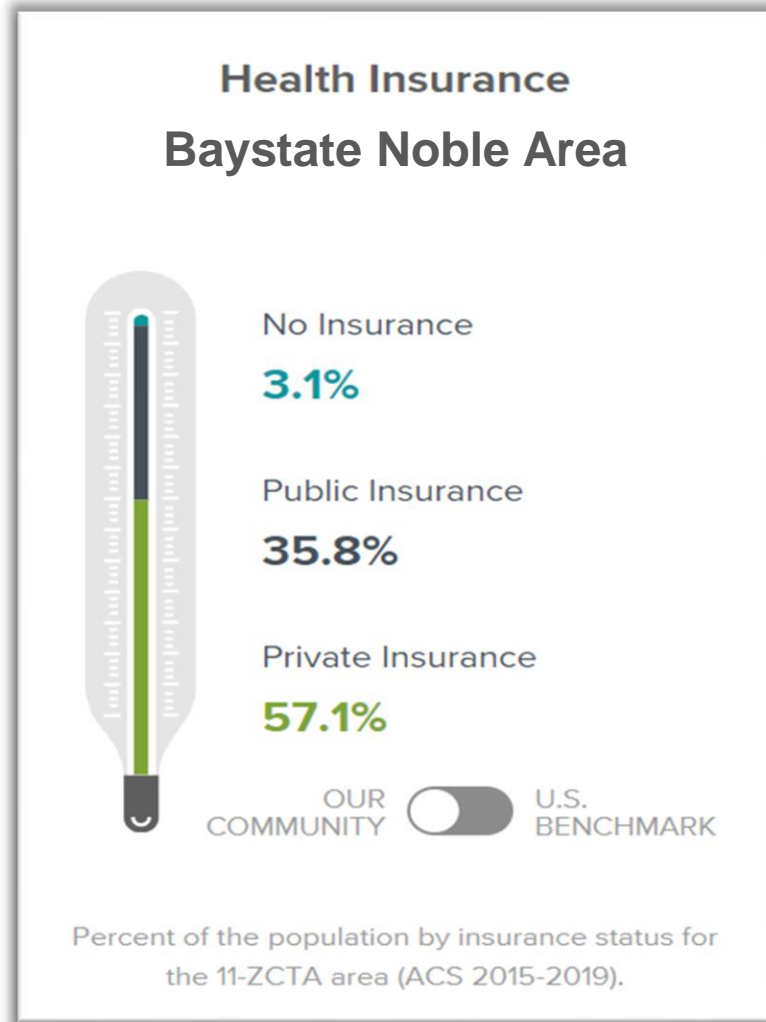
Source: Broadstreet, ACS 2015-2019

Census Data: Income



*compared to 22%
of US population*

Census Data: Health



Compared to US population:

- No Insurance – 8.8%
- Public Insurance – 32.9%
- Private Insurance – 54.7%

Source: Broadstreet, ACS 2015-2019

Baystate Noble Profile

COVID-19 Data



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COVID Data: Baystate Noble Area

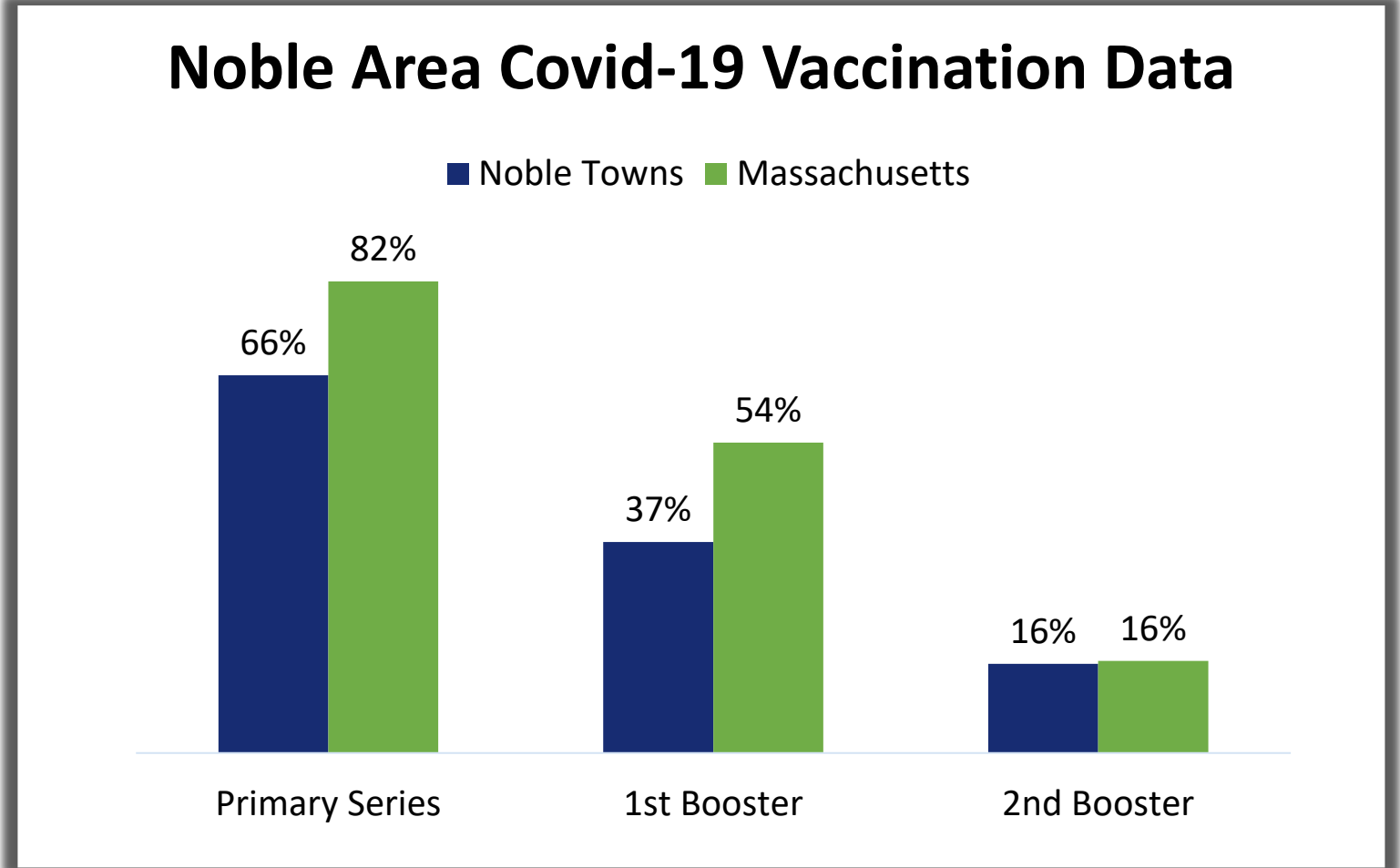


Total Population: **116,601**

Total COVID Cases: **32,870**

Total COVID Deaths: ***338**

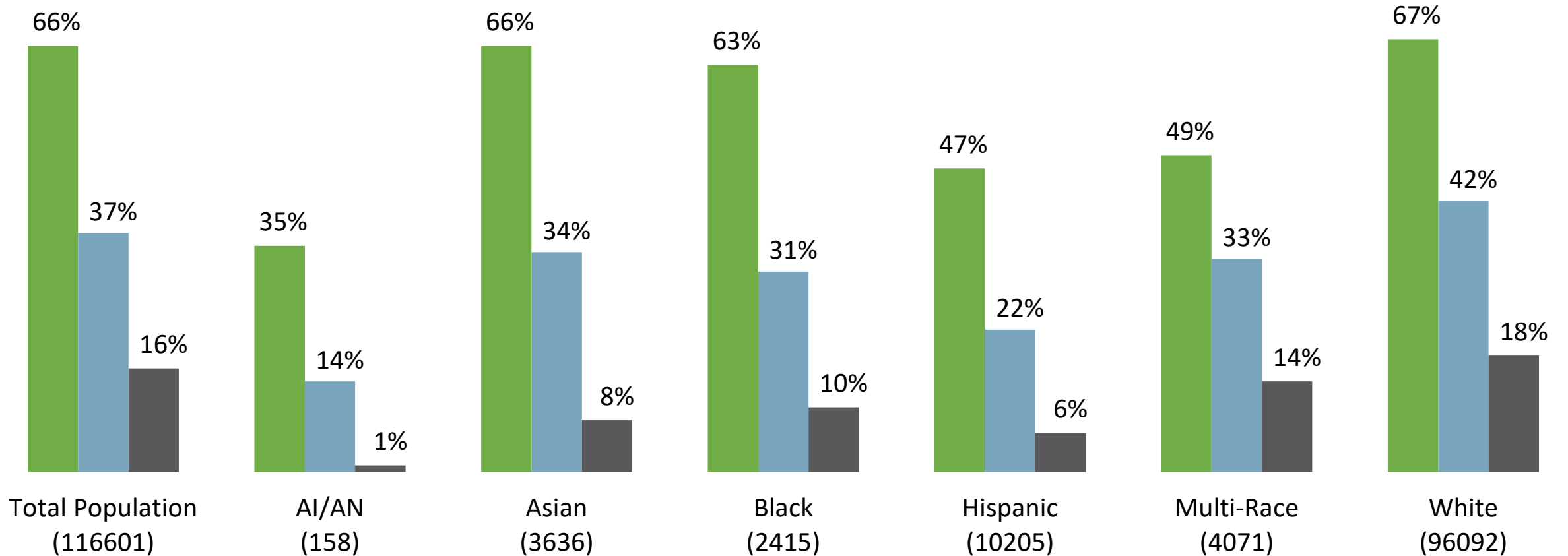
**death total from 2020 & 2021 only.*



Vaccination Rates by Race/Ethnicity in Noble Area

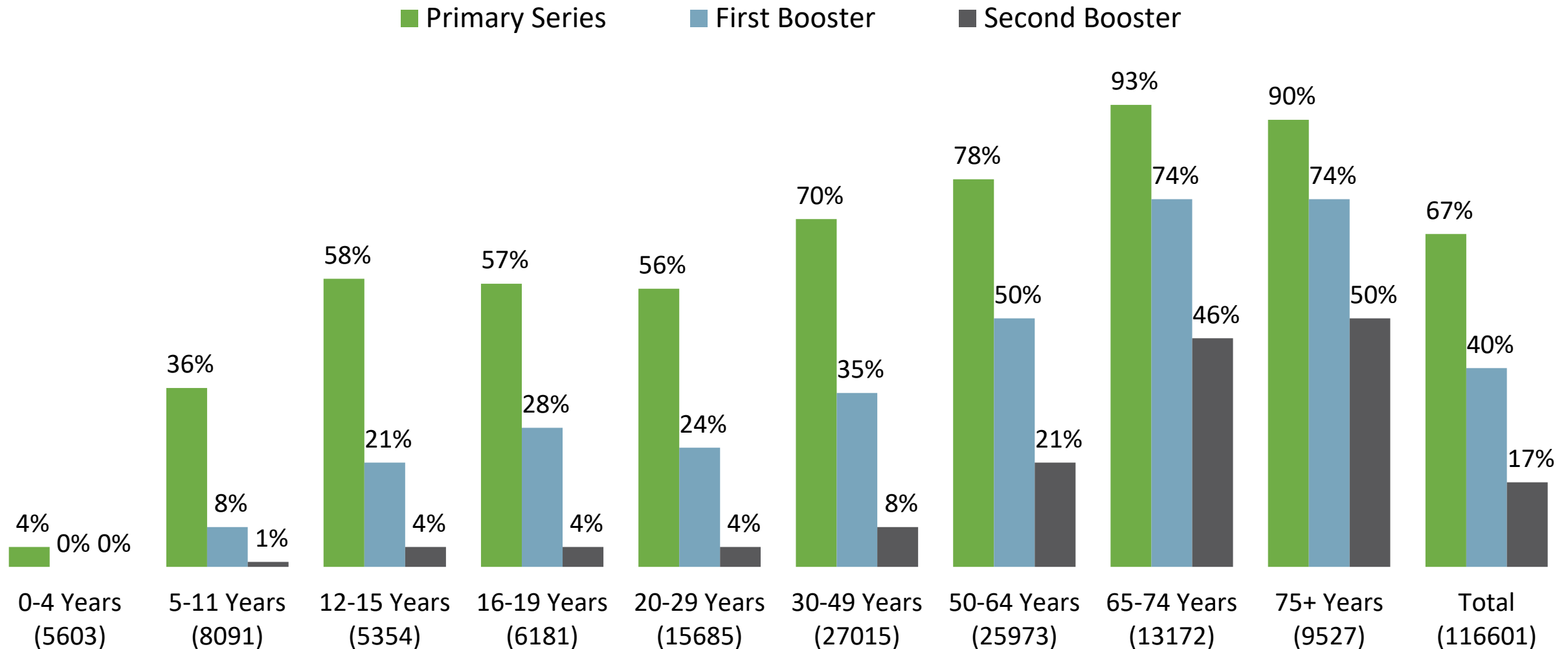


■ Primary Series ■ First Booster ■ Second Booster



Source: MA Department of Public Health [Covid-19 Response Reporting](#), December 2022

Vaccination Rates by Age in Noble Area



COVID Community Impact Survey (CCIS)



In **November 2020**, the MA Department of Public Health implemented the survey to better understand the most pressing health needs facing the Commonwealth due to the pandemic, including the social and economic consequences.

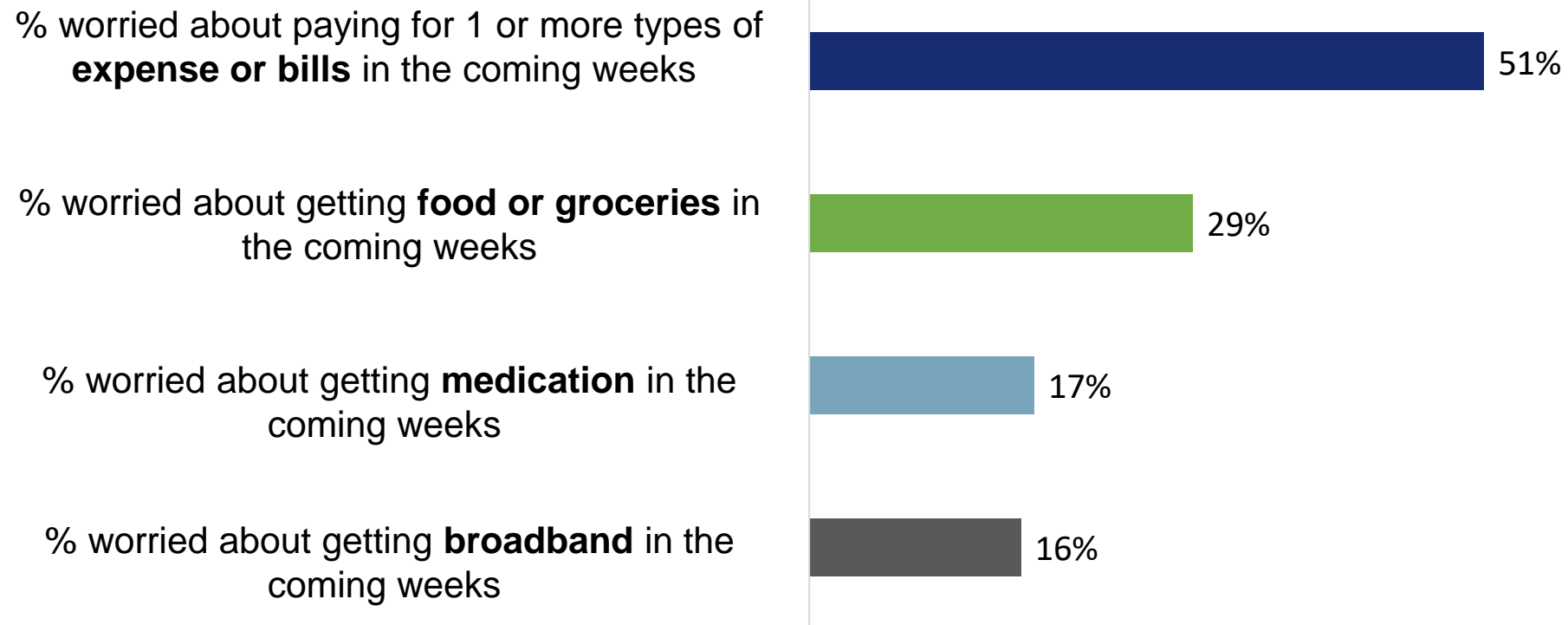
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities
- **In Noble Area, there were 752 respondents.**

It is important to note that these findings are only representative of those who participated in the survey and may not be representative of the experiences of everyone in the Noble Area or have good representation from priority populations.

CCIS Data: Baystate Noble Area



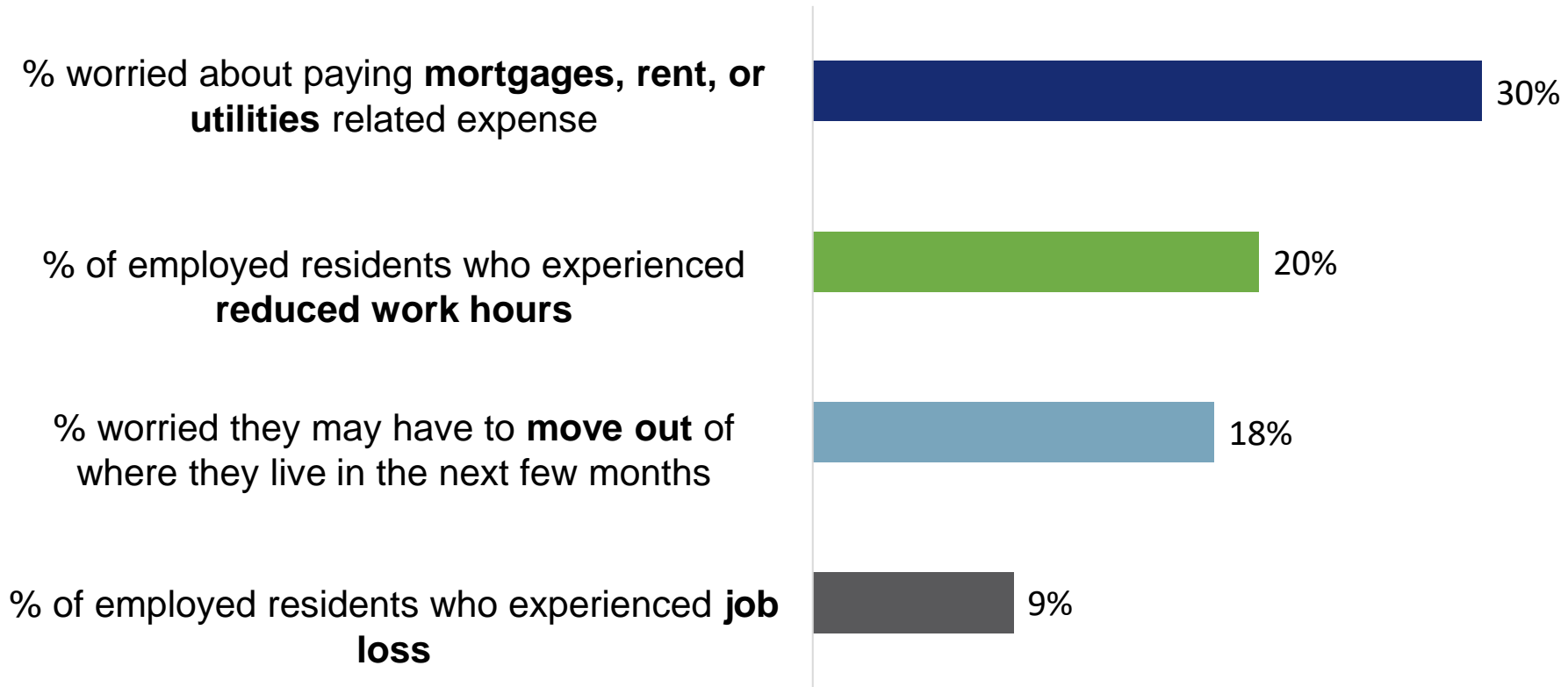
Worried about Basic Need Expenses (N=752)



CCIS Data: Baystate Noble Area



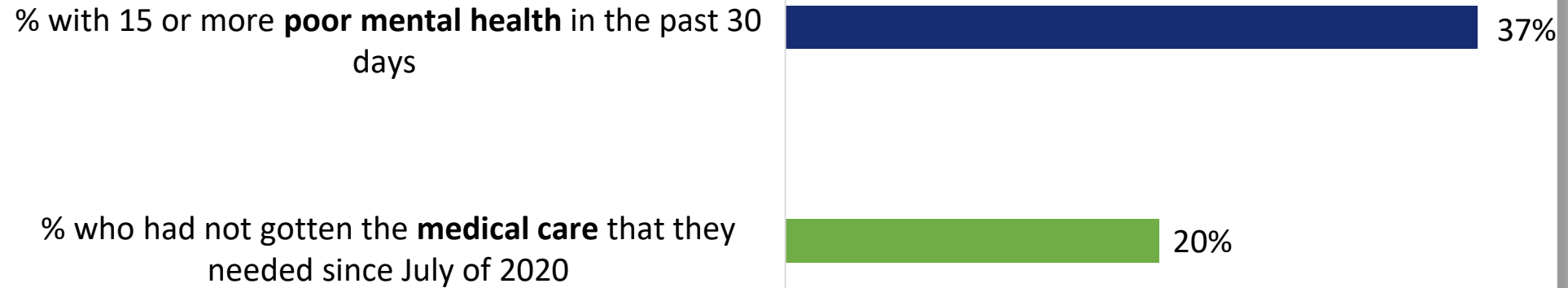
Impact on Income and Jobs (N=752)



CCIS Data: Baystate Noble Area



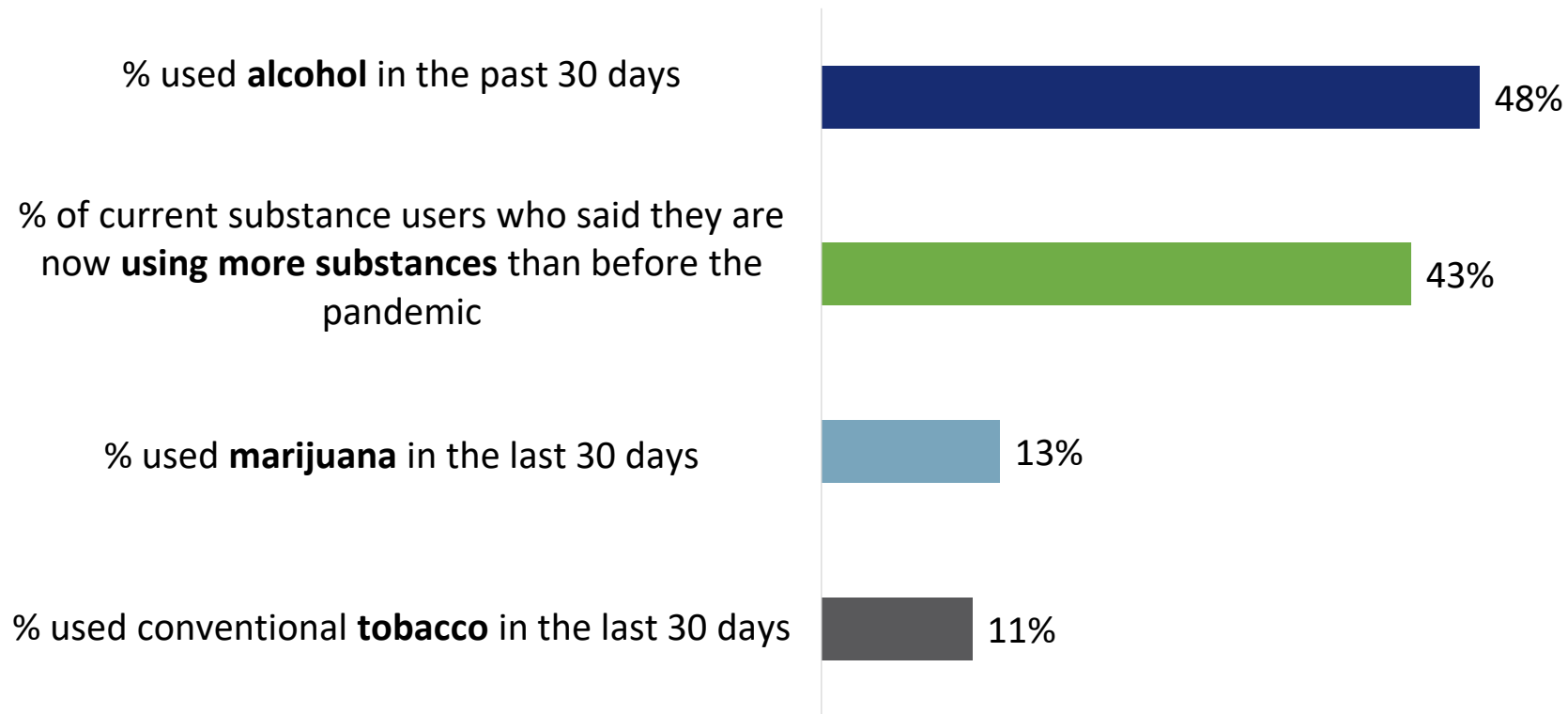
Impact on Health (N=752)



CCIS Data: Baystate Noble Area



Substance Use (N=752)



**Baystate
Noble
Profile**

413Cares Resources



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413Cares Overview

- Central place for up-to-date information about local community services and how to access them
- Input from social service and health care agencies
- Bi-directional referral capability and helpful tools for community-based organizations
- Completely FREE to use
- Funded by Baystate Health and the MA Department of Public Health
- Built on the findhelp.org national platform



Support and Vested Interest for 413Cares



Advisory Board



Funders



**Baystate
Health**

ADVANCING CARE.
ENHANCING LIVES.



413Cares Partnerships

Partnerships aim to direct people to specific types of needed resources

- [Digital Resources](#)
- [Addiction and Recovery Resources](#)
- [Food Navigation](#)
- [Mentoring](#)
- [Breaking Stigma of Substance Use](#)

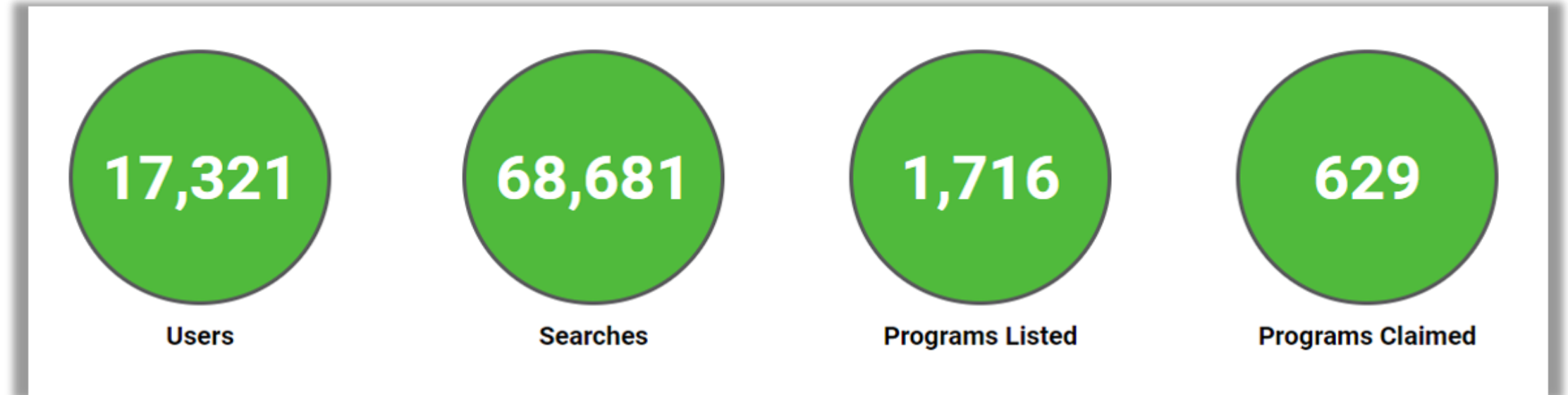


More partnerships are on the horizon!

413Cares Engagement



As of December 2022



413Cares Growth

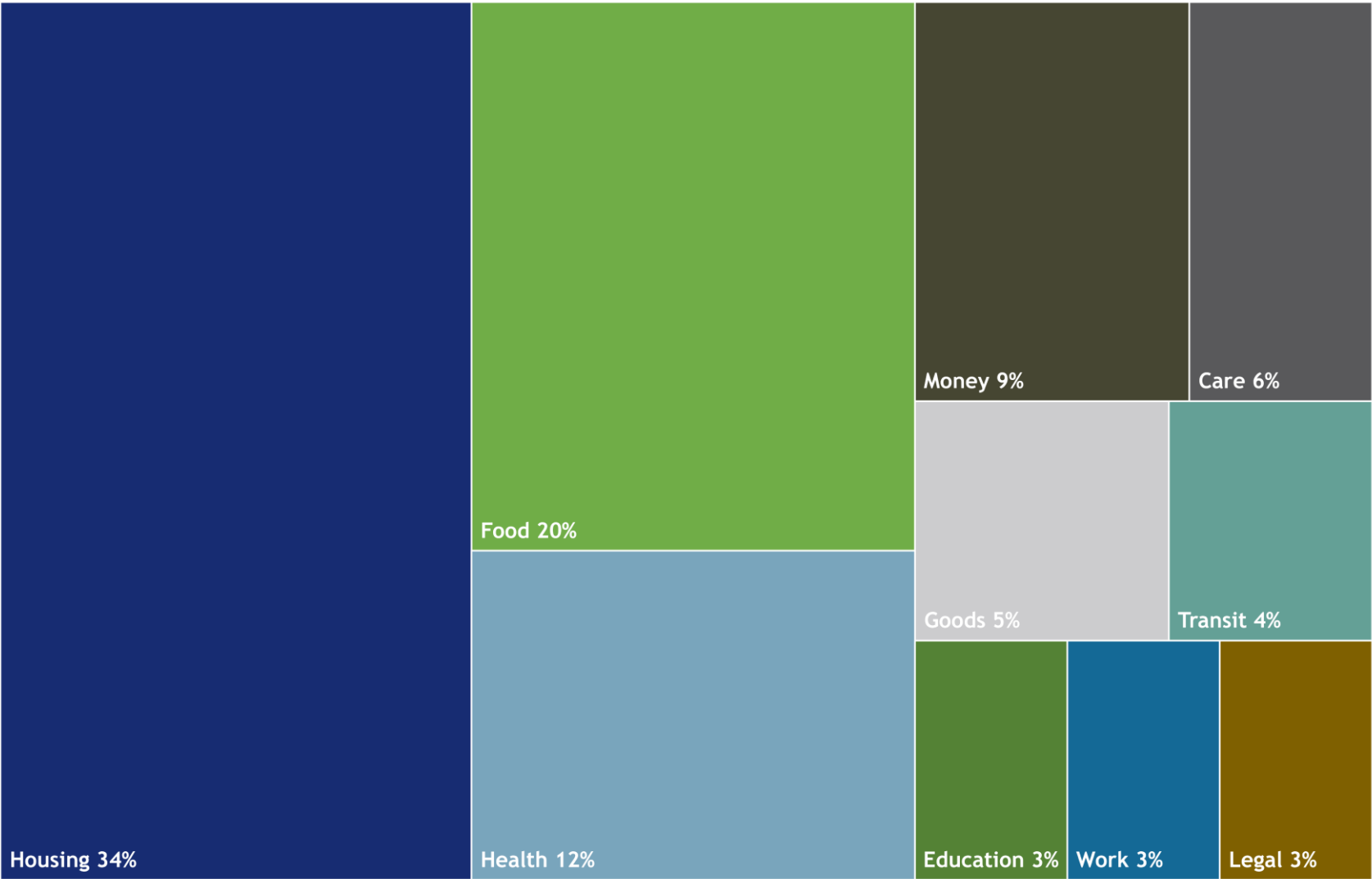


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Noble Area?



Search categories (all time) in Noble Area



Search terms (all time) in Noble Area

Term	Searches
housing	276
food	262
help pay for housing	125
food pantry	113
help find housing	90
financial assistance	90
help pay for utilities	70
food delivery	61
emergency food	58
transportation	56
help pay for food	56
rent	50
help pay for healthcare	43
utilities	39
government food benefits	36

Noble Area Programs on 413Cares

- **670** programs serving Noble Area on 413Cares
- **341** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	82	137	35	18	339	123	444	256	89	55

Local = Programs that provide services throughout a county, city, or a postal/zip code.

413Cares Supporting Noble Towns



- Raising awareness of existing services
- Connecting people to needed services and programs
- Connecting service providers to each other



413Cares Resources

- **Schedule trainings** for community providers, offices, stakeholders, and constituent service staff to get more programs claimed and people connected to services
 - To schedule a training, contact 413Cares Staff:
 - Liv Anna Homstead, LHomstead@publichealthwm.org and
 - Francheska Bermudez, FBermudez@publichealthwm.org
- **Distribute materials** – tip cards, posters
 - Available in English and Spanish, and other languages upon request
- **Use the search widget on your site**



Connecting People With Resources

Keyword or program name	Enter your ZIP code	SEARCH
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413Cares.org
Connecting YOU with Resources
in Western Massachusetts
An Online
Community Resource Database
For the 413!

GO TO 413Cares.org
Critical information, resources and referrals

Resources Available

- Food and Nutrition
- Housing
- Behavioral Health & Recovery
- Healthcare
- Early Education
- And More!

GO TO 413Cares.org

Scan with the camera app on your smartphone.

413Cares is an online resource managed by the Public Health Institute of Western Massachusetts



Connecting People With Resources

Interested in More Data?

MA COVID Community Impact Survey (CCIS)

For CCIS questions and to submit a request, contact:

Kathleen Szegda

kszegda@publichealthwm.org

Victoria Hill

vhill@publichealthwm.org



www.publichealthwm.org/what-we-do/research-evaluation/reports/COVID-Impact-TA

2022 Baystate Noble Community Health Needs Assessment

<https://www.baystatehealth.org/about-us/community-programs/community-benefits/community-health-needs-assessment>



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QUESTIONS?

